

At page 1, line 5, insert:

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--Related Application Information:

a1 This application is a continuation of Serial No. 09/038,399, filed March 11, 1998, now allowed.--

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At page 5, line 14, delete "customers" and insert therefore --customer's--.

At page 8, line 20, delete "Bezus" and insert therefore --Bezos--.

At page 9, line 2, delete "bee" and insert therefore --been--.

At page 11, line 5, delete "purchasers" and insert therefore --purchases--.

At page 16, line 16, insert the following text (formerly in the Abstract as filed):

a2 -- In operation, a user establishes communication with a telemarketer (either with the user establishing communication in an inbound environment or with the telemarketer establishing communication in an outbound environment) or through other electronic contact, such as through a website contact or hit, upon which identity information regarding the user is either automatically obtained such as through the use of ANI or manually obtained, such as through entry of identification information by the user. The identity information may be specific to the user, or may be more generalized such as information relating to the type of primary transaction or interaction. A second data element is then obtained, preferably from a second, and most preferably remote, database which is then used in conjunction with the primary transaction or primary interaction data so as to select a subset of potential of offers of goods, services or information to the user. Upon selection, the goods, services or information are provided to the user, and if the interaction is for the purpose of sale, the transaction is preferably consummated. In the preferred embodiment, inventory checks for the proposed offer, as well as a credit authorization for the proposed offer, are made during the course of the communication, and most preferably, prior to the offer of the secondary

item. In yet another aspect, the inventions relate to the intelligent selection and proffer of goods, services or information based upon an initial contact generating at least partial identification data, utilizing a remote, external database to develop yet further identification or information respecting the user, utilizing the collected information in the selection of the good, service or information to be provided to the user, and providing the same to the user. In one application, a user is identified during the course of a primary transaction, and identification information is utilized in an access of a credit card database, whereby raw, processed or coded designator information is obtained from the credit card provider, wherein the information is utilized in the selection of the further good, service or information to be provided to the user. In yet another aspect of this invention, the mode of presentation of the information to the user is based at least in part upon the identification information respecting the user. The mode of presentation may be varied based on demographic information, such as age, sex, income, occupation, education level, family status, lifestyle or interests.--

At page 26, line 14, delete "corrected" and insert therefore --collected--.

IN THE CLAIMS:

Please cancel claims 1-171.

Please add the following new claims:

--172. A method for providing offers of an item constituting a good or a service to prospective customers as users of the system, utilizing an electronic communications device, such as a telephone, videophone or computer, comprising the steps of: